

From: Steen, Lauren E. on Thu Jun 26 3:51 PM
Subject: Parliament Oct Continuity Offer
To: Osborne, Kevin
Cc: Murillo, Joe

We'd like to better "merchandise" the 6-piece glassware set offered in our defensive October direct mail by creating a unique name for it. The mailing will drop Oct 1 to an approximate 180M Parliament smokers.

Can you please advise on which of the following options might be cleared for use. The names were all developed by Draft Direct, our direct agency.

- Blue Oasis Entertainment Set
- Perfect Escape Stemware Set
- Perfect Endings Stemware Set
- Paradise Stemware Set
- Perfect Recess Stemware Set
- Parliament Stemware Set

Please let me know if you have any questions or need additional information. Thanks.

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